

Magazine Feature Section

WOMEN AND "ADS" GET RECRUITS

Fair Sex of Great Britain and the Newspaper Columns, Most Powerful Agency In Sending New Army to the Front—Kipling's Old Tommy Atkins Verses Also Are Used to Kindle Enthusiasm in Effective Recruiting Campaigns

No man wishes to be called a coward. Especially does he shrink from being called such by one of the gentler sex.

These two facts are aiding England in putting its large fighting force in the field and in obtaining recruits so rapidly that it is almost impossible to thoroughly train them before it is necessary to send them to the front to make room in barracks for a new set of volunteers.

Women, brave women, are traversing the streets of London and other big cities urging men to join the army and fight for their country and those who blush and turn away with the remark, "I have business to attend to," or "a wife and children who need my protection," go with the brand of the coward on them.

The government, too, is aiding the work by advertising for recruits—some are shaming those who refuse to go to the protection of their country and others jocularly inviting prospective recruits on a "summer trip to Berlin."

The London Daily Mail is now carrying this ad: Five questions to men who have NOT enlisted.

ENLISTMENT

"ADS."

"If you are physically fit and between 19 and 35 years old, are you really satisfied with what you are doing today?"

"Do you feel happy as you walk along the streets and see other men wearing the king's uniform?"

"What will you say in years to come when people ask you: 'Where did you serve in the great war?'"

"What would happen to the empire if every man stayed at home like you? Your king and country need you."

A more facetious advertisement has been sent out by the war department, reading as follows:

"To Berlin."

The country is arranging a trip to Germany for a few sportsmen. All expenses and hotel fare paid. Good shooting and hunting. Rifles and ammunition supplied free. Cheap trips up the Rhine. Apply at once as only a limited number (1,000,000) is required.

An advertisement in the London Chronicle appeals to the women in the following words:

"You have read what the Germans have done in Belgium. Have you thought what they would do if they invaded England?"

"Do you realize that the safety of your home and children depends on our getting more men now?"

"Do you realize that the one word 'Go' from you will send another man to fight for our king and country?"

"When the war is over and your husband or son is asked 'What did you do in the great war?' is he to hang his head because you would not let him go? Women of England, do your duty. Send your men today to join our glorious army. God save the king."

MALE SERVANTS

BARRED.

In its search for able-bodied men, the government has even requested householders not to employ as help any men who are fit for army service. This appeal was printed in the London Times as follows:

"Five questions to those who employ male servants:

"Have you a butler, groom, chauffeur, gardener or gamekeeper serving you who at this moment should be serving your king and country?"

"Have you a man serving at your table who should be serving at a gun?"

"Have you a man digging your gardens who should be digging trenches?"

"Have you a man driving your car who should be driving a transport wagon?"

"Have you a man preserving your game who should be helping to preserve your country?"

"Ask your men to enlist today. God save the king."

Another advertisement in the London Times reads:

"Are you doing your bit? If you are now serving behind the counter and can pass the doctor, you are not doing your bit."

"If you are now working at a desk and can pass the doctor you are not doing your bit."

"If you are now driving a car and can pass the doctor you are not doing your bit."

"If you are not doing work for the government and can pass the doctor, you are not doing your bit. Your duty is plain. Enlist today."

Another advertisement asks:

"Is your conscience clear? Ask

your conscience why you are staying comfortably at home and not doing your share for your king and your country."

"Are you too old? The only man too old is the man more than 35."

"Do you suggest you cannot leave your business? The only man who cannot leave his business is the one actually engaged in doing work for the government. If your conscience is not clear on these three points your duty is clear—enlist today."

MINISTERS ARE AIDING.

Beside the circulation of advertisements and handbills ministers are devoting their time in the pulpit to urging the men of their congrega-

tion to the greater duties of defending their country.

The women, however, have proved the most successful allies of the government in getting men to enlist. They pass through the streets with banners urging the men to not be cowards. They personally interview those who have shunned military service and convince them of their duty. Through their aid largely England is recruiting its great army, is successful in sending every few weeks a greater force into the trenches in Belgium and France. Men who have urged their occupation as a valid reason for staying away from the front have met with a rebuff. The women are taking their places with great capability.

They have taken the places of the constables and police who have gone to the front and have organized their own police force as an adjunct to the few men it was necessary to allow to remain. They are driving the buses and acting as chauffeurs and butlers to the wealthy. Many women, it is reported, have disguised as men and taken jobs in the steel mills where cannon and shrapnel are manufactured.

The postal department has almost been taken over by the women and they are delivering mail and have assumed their duties in the distribution part of the office.

Beside this poetry is aiding in inspiring men to join the army. Since the war broke out no poet has arisen in England to sing the praises of the nation as they should be sung to arouse the courage of the soldiers. Even Kipling himself, having written a few mediocre poems that have not met with any

great approval, has subsided but the poems he wrote in the time of his service in India are being recited through the nation in the hope of arousing the patriotic feeling of the men.

One of his old favorites being broadly published is "The Young British Soldier." It follows:

When the 'arf-made recruit goes out to the East

'E acts like a babe and he drinks like a beast.

An' 'e wonders because 'e is frequently deceased

Ere he's fit to serve as a soldier?

Now all you recruits what's drafted today,



SCENE AT LONDON RECRUITING STATION AFTER CALL FOR VOLUNTEERS

N.Y. SERVICE
A
VOLUNTEER
RESERVIST



AMAZON ARMY VOLUNTEERS ON A MARCH

You shut up your rag box and 'ark to my lay.

An' I'll sing you a soldier as far as I may:

A soldier wot's fit for a soldier?

First mind you steer clear of the

groz-sellers' huts,

For they sell you fixed bayonets that

rots-out your guts;

Any drink that would rot the live

steel from your butts—

An' it's for the young British sol-

dier.

When the cholera comes—as it will

past a doubt—

Keep out of the wet and don't go

on the shout,

For the sickness comes in as the

liquor dies out,

An' it crumples the young British

soldier.

If you're cast for fatigue by a ser-

geant unkind,

Don't grouse like a woman or nor

crank nor blind,

Be handy and civil and then you

will find

As it's beer for the young British

soldier.

When you're first under fire and

and wishful to duck,

Don't look or take heed of the man

that is struck,

Be thankful you're living and trust to your luck,

An' march to your front like a soldier.

If your officer's dead and the ser-

geant's look white,

Remember it's ruin to run from a

fight;

So take open order, lie down, and

sit tight.

An' wait for support like a soldier

When you're wounded an' left on

Afghanistan's plains,

An' the women come out to cut up

your remains,

Jest roll to your rifle and blow out

your brains,

An' go to your Gawd like a sol-

dier.

While the latter two verses are

condemned because of suggesting

suicide they have been generally ac-

cepted in England as the better of

two deaths when the women come to

torture fallen prisoners.

ANOTHER

KIPLING VERSE.

Another of Kipling's verses that

has been broadly reprinted through

England and has inspired its share

of recruits is the following:

The Explanation.

Love and Death once ceased their

strife

At the Tavern of Man's Life,

Called for wine, and threw alas—

Each his quiver on the grass,

When the bout was o'er they found

Mingled arrows on the ground.

Hastily they gathered then

Each the loves and lives of men.

Ah, the fateful dawn deceived,

Mingled arrows each one sheathed,

Death's dread armory was stored

With the shafts he most abhorred:

Love's light quiver groined beneath

Venom headed darts of Death.

Thus it was they wrought our woe

At the Tavern long ago.

Tell me, do our masters know,

Loosing blindly as they fly,

Old men love while young men die.

While this was not originally in-

tended a war song it has been di-

verted to that use in the belief that

the young must die while the old

men remain to love and cherish the

family.